

CHAPTER II

REVIEW OF RELATED LITERATURE

There are some basic theories and concepts used for this study. The aim of this chapter is to obtain a better understanding related to the term of this study. The details of each theory and concept will be explained as follows.

2.1 Perception

Variety definition about perception is revealed by researcher. Perception is someone opinion about something based on the experiences obtained, in this case instagram use. According to Garg (2011, p.110) cited in Mulendema, Ndhlovu, and Mulenga (2016), perception is a way of seeing or understanding a thing, phenomena and etc. Based on the statement from Lifan and Junying (2016), perception is a process of thinking as reconstructing the prior knowledge and new information to get new interpretation. It is in line with the finding from Najah (2007) that perception is a process of getting stimulus through receptor organ thus someone may recognize, interpret, understand and conclude about the information.

Based on all those definitions about perception, it concluded that perception is a process of thinking and seeing something by combining the experience or the prior knowledge and the new information in order to get an opinion and understanding.

2.1.1 Types of Perception

Based on the study done by Irwanto (1997) as cited in Najah (2007) types of perception consist of two, positive and negative. The detail of them will be explained as follow:

A. Positive Perception

Positive perception is a perspective which shows the suitable knowledge and responses toward the object being observed.

B. Negative Perception

Negative perception is a perspective which shows the unsuitable knowledge and responses toward the object being observed. Thus, this perspective shows the rejection and contradiction toward the object.

In addition, according to Volet and Mansfield (2006) cited in Harianingsih (2018), positive perceptions lead human to have some of positive interpretations and/or evaluations toward something. Besides, it reflects their performance to be more positive, in such feeling of positive and easy of doing something. On the other hand, the negative requires negative interpretation and performance.

2.1.2 The Perception Process

According to the findings of Weintraub, Thomas-Maddox, and Byrnes (2015), there are three steps of acquiring a perception:

A. Selection

It is the first phase of the perception process. In fact, there are many realities, events and moments we see every day. However, attending properly to all what we see is impossible, because humans are disable to give their focus on many things. We only select what we think the thing is “significant”. Therefore, when two people are seeing the same thing they may have different perspectives. The reason is there are different processes of selection toward a significant thing on both. For instance, two fans are watching the same football match. One focused on watching player “A” and another focused on player “B”. Thus, they have different comments about the controversial game. In this case, although they saw the same player and match, actually they selected a different thing to focus on. That’s why the different opinion occurred. Moreover, this process of selection may be affected by personal identity, culture, expectations, experiences, relationship with others, and mood.

B. Organization

The next phase is organization. This phase is a process of associating our prior knowledge or experiences with the case or stimuli we had selected. During the

process, we do an organizational thinking between both to make them sense upon us. As a result, it brings us to a conclusion or information.

C. Interpretation

Going through this step, it is completing the perception process. After selecting and organizing all the stimuli we focused on, we do an interpretation process to get the meaning. In addition, the conclusion meanings are influenced by personality, experience, culture, etc.

2.2 Social Networking

Social networking is a web-based with the bound system that assists users to construct a public or semi-public profile and articulate the list of others which they connected with (Boyd & Ellison, 2008) cited in Ray and Saeed (2015). Nowadays, the popularity of social networking is increased globally. This situation makes it become universal. Somehow, it influences every single thing in our life. The prominent aspect that we feel from its effect is in the field of social. It makes person connected each other through the internet connection. It is in line with the statement from Jalal and Zaidieh (2012) that network provides a special forum for interaction and communication among people in the same space of the internet.

Furthermore, the role of social networking is getting important in our educational field. In this case, the study done by Legaree (2015) indicated that there are several benefits and concerns of using social networking toward undergraduate education, such as:

- a) Increased communication between students and instructors.
- b) Increased student to student networking or collaborations.
- c) Enhanced or accelerated sharing of data, information or ideas.
- d) A mean for students to engage with course material outside of regular class time.
- e) Provision of an alternative to institutional learning management systems.
- f) Exposure to technologies and skills that may aid students' employability.

Besides, the concerns are delivered as the follows.

- a) Questions about copyright infringement or intellectual property.
- b) Time commitment.
- c) Demands a skill of operating the new technology (time and training).
- d) Questions about the effectiveness for achieving learner outcomes.
- e) Lack of standard methods for grading and assessment.
- f) Concerns about integrity of professionalism of students submissions.
- g) Concerns about cyber-bullying and harassment.

Additionally, also Jalal and Zaidieh (2012) confirmed that he found some opportunities and challenges of the use of social networking in his study as the following below.

a) Flexibility

Regarding of flexibility, it is defined as an attribute that services individuals to expand the choice of their learning on what, where and when the learning is. This attribute is powerful in order to attract students to be involved in online learning. Through this attribute, the combination between face to face learning and online learning are preferable. Thus they can obtain additional profit from the blended method. The advantage of class learning is the atmosphere that allows students to have the high level of emotional understanding. On the contrary, through online sector students get boosted to complete the educational tasks. To sum up, flexibility is the reason why students likely to have an online learning.

b) Repeatable

Online class learning offered students with the feature of repetition for supporting the learning process. The material given could be accessed twice, three times or more if they want to get in-depth understanding. Moreover, they could retrieve it later whenever they need.

c) Convenience and accessibility

Cheong (2002) told that the existence of social networking is helpful for the students. They can review, access, update and edit the material whenever and wherever they need quickly. Besides, it enables them to retry the training, the task or the material in order to achieve the result

that compatible with their expectation. Thus, it reduces a feeling of stress and increase students' satisfaction.

However, there are the challenges found in his study as the following below:

a) Privacy

The author confirmed that privacy is the most significant aspect that being concerned by the users. They do not want their private information to be shared or displayed for public. Therefore, this is the main thing that becomes a concern to their mind at the first time registering in the platform.

b) Taking up time

The excessive portion of the time used for social networking affects students' mental and body health. Moreover, if the duration of learning is over than what it is supposed to be, students are getting bored.

c) Miscommunication

One of the lacks found by the students in E-learning is they do not acquired an opportunity of clarification and explanation which the "face to face" learning be like. In line with this, students also feel difficult for sharing and expressing the idea instead of their expectation to do it orally.

2.3 Instagram

Instagram is a platform of social networks which provide some features such as, sharing pictures and videos (Listiani, 2016). Based on the finding of Vianty and Palmi (2014), Instagram is a sharing application that allows users to take photos and videos, apply a digital filter and distribute them to various social networking services, including Instagram itself. According to Instagram (2015) it is an application for sharing photos and videos which was launched in October 2010. It is in line with the statement from Khalitova and Gimaletdinova (2016), Instagram is a social media tool used to share photos or videos with only 15 seconds of duration; Thus, it is completed by some functions such as, create account, post content (picture or 15 seconds video), apply filters, write caption, tag users, add location, add hashtags, like content, add comments, browse and follow others accounts, check a feed and explore hashtags or users. Various functions available in this app make it be the fastest application of social media in terms of gaining popularity (Lunden, 2014) cited in Khalitova and Gimaletdinova (2016). It can be proved from the statistics of Instagram on instagrams' website. Active users of this app have around 200 million accounts, with the picture uploaded average 50 billion photos per day.

Based on the definitions above, it concluded that Instagram is an application of a social network with a unique platform which allows users to share photos and videos (15 seconds) toward their friends. Shortly, this new innovation of technology including Instagram is appropriate to be applied to support the teaching process.

2.3.1 Instagram Features

The popularity of Instagram is supported through attractive features available on this platform. Its features contribute values toward users in a range of fields. Education is one of the fields that supported through Instagram. Therefore, the following below are the details of supportive features according to Listiani (2016):

A. Photo and Video Sharing

The main enjoyable thing of this application that users feel is sharing their daily life or certain moment. They are allowed to upload a photo or video either from the gallery or taking it spontaneously through the camera button. Afterward, they give title, description, something unforgettable or anything about the content uploaded. In this case, for the purpose of learning English speaking students are sharing a video about their speech with the theme given from the lecturer.

B. Social Network

Basically, Instagram is the same as other applications of Social Network Site (SNS) such as, facebook twitter and etch. It makes a connection among users on the same platform. The platform will show a framework of account profile which consist of photo profile, bio, number of posts, following and followers, and content being uploaded. They could get an update content of others when they “follow” their account. Many other things could be done such as, giving “like” mark and “comment” toward the content. To sum up, the supportive

value gained toward the learning process is the interactions among students, lecturer and followers. They watch the video uploaded thus giving a like, suggestion or/and feedback.

C. Community

The gradual development of features provided in Instagram makes its popularity increase rapidly. It is the reason many people around the world use it. This case creates a global community between users. Their involvement in the global community influences their status. The more friends they have the higher their prestige. This atmosphere demands their psychology to have a good content of photo or video fear of critics from the followers. In this current study users are students. This atmosphere supports their learning process. For instance, when they are asked to make a video of a speech, they take it many times to make it perfect. Unconsciously, the repetitions allow them to have good pronunciation and speech.

2.3.2 Instagram Activities in Language Learning

Supportive functions available from Instagram provoke several experts to find some activities which promote students in language learning. The findings are as the following below:

1. Listening Activities

Hudson (2013) cited in (Handayani, 2016) suggested listening to contents related to English activity especially native speakers. Lecturer posts a video

related to native speech, English short conversation, short movie, song, English tutorial. After listening to the video, students assigned to write a resume or something important gained from the post. Another option is students asked to listen to English speech belong to their classmates with the purpose of giving a comment or feedback at the end of activity.

2. Speaking Activities

a) Capturing field trip memory

This activity is inspired from the study done by Ali (2014). Students are asked to post daily photographs or something special about their holiday. It should be given a unique hashtag to make them easier in tracking the photos. The photos will be used for the material of speaking activity later. Thus, they will have two minutes presentation with the object of five photos chosen from their accounts. As the result, using Instagram assists students to access the photo easier, to have well-preparation time and to be more focus on the language used rather than the content.

b) Reviewing a famous person

It is suggested by Hudson (2013). Students are instructed to search a photo or video related to their idol or favorite famous person. Then, they should present it in front of the class. The content of the presentation may be a description, point of view or the positive argument related to the picture. The purpose is attracting the audience toward the picture.

c) Pronunciation Practice

Teacher posts a video related to pronunciation practice in order to improve students' pronunciation. After watching the video, students should do some practices. A record while practicing is required to post in their account. Thus, they are given an opportunity to have self-evaluation toward their performance through the video posted. This activity will be more fun when students are allowed to correct and comment on others' performance.

3. Reading Activity

a) Sharing Reading Recommendation

In the activity proposed by Hudson (2013), the teacher asks the students to snap a photo of their favorite book and give several sentences as a review. This forces them to have more reading and interaction with the book before captioning the review. Afterward, classmates give their opinion or comment regarding the post.

b) Creating Book Trailers

This activity was created by Ferlazzo (2011). Students are required to choose one of their favorite books as the object of book trailer video. They are assigned to create a video regarding the trailer and share it in Instagram account. The short video consists of the author, illustration of the book, favorite quotes and positive value gained from the book. The video proposed to persuade the audience reading the same book.

To sum up, this activity will lead students to have long discussions about the content of a book.

4. Writing Activities

a) Captioning Photo

Spencer (2012) is the founder of this activity. Teacher has to post a unique photograph in Instagram account. He asks students to write a caption related to the picture. The content of writing may be a description, positive or negative value and story behind the picture. This way is very helpful for students in finding an idea or inspiration for their writing. Moreover, to make the task more complicated and challenging, students are required to apply grammar aspects such as, phrases, clauses and types of sentences.

b) Photo Inspiration

This one is same as the prior activity found by Spencer (2012). In this case, teacher has to share a picture and the questions regarding the picture. Thus, students asked to give their opinion or short comment by composing writing. Therefore, this task promotes students to get some improvement in their writing.